



HENRY M. JACKSON SCHOOL OF INTERNATIONAL STUDIES

IDENTITY GUIDELINES

WINTER OF 2018

HENRY M. JACKSON SCHOOL OF INTERNATIONAL STUDIES LOGO MARK

Logo mark with tertiary field representing affiliation with College of Arts & Sciences.



Representative of logo mark used on black, white and image backgrounds:



JACKSON SCHOOL LOGO MARK



Representative of logo mark used on black and image backgrounds:



BOUNDLESS W + JACKSON SCHOOL

USING OUR BOUNDLESS W WITH JACKSON SCHOOL

The branding presence of the university should always be used with the Jackson School. Our Boundless W should be used on design pieces. The W can bleed off the page or edge of a frame—do not place the logo in a corner touching two sides of a frame. The top of the W should never touch the top of a frame edge or the edge of a page.

HENRY M. JACKSON SCHOOL
OF INTERNATIONAL STUDIES
UNIVERSITY *of* WASHINGTON

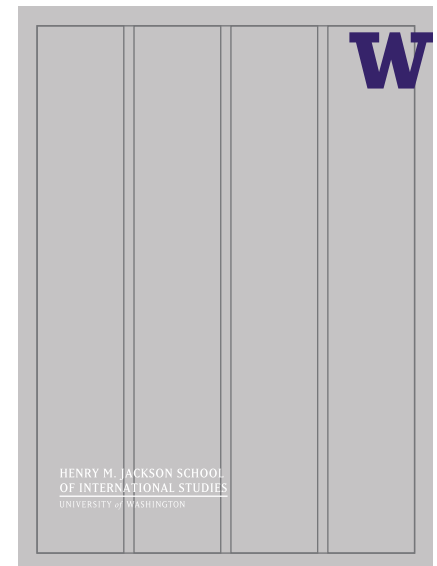
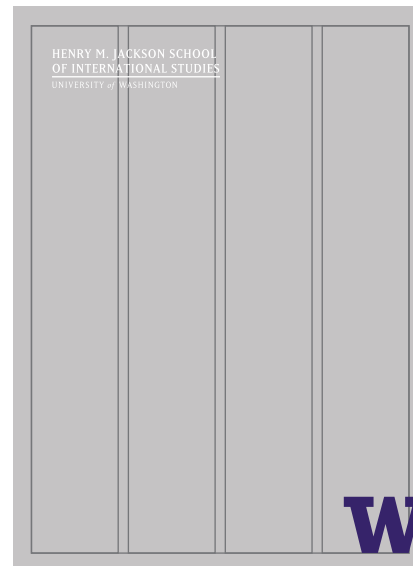
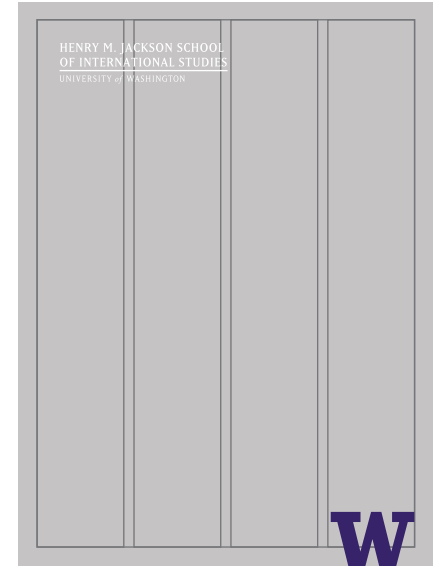
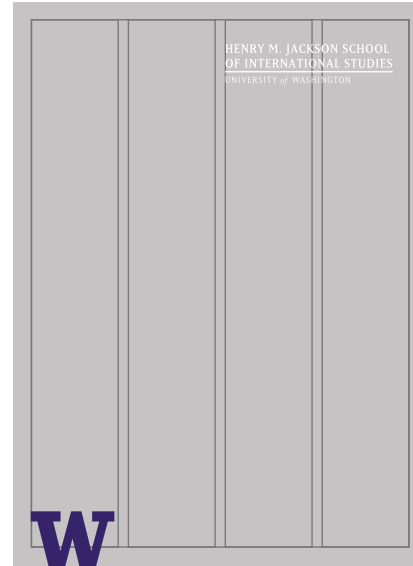


BOUNDLESS W PLACEMENT

Our Boundless W is simply a graphic treatment of the University Block W logo. What makes it boundless? When it aligns to the bottom or either side of a frame edge or page it creates the feeling of not being contained.

- The W should appear in an opposite corner from Jackson School mark, so the two do not compete but instead, work together.

Examples of acceptable W placement.



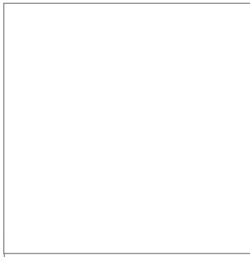
BOUNDLESS W COLOR PALETTE

BOUNDLESS W COLORS

Primary



Purple
PMS: 2685
CMYK: 93/100/18/21
HEX: 4b2e83

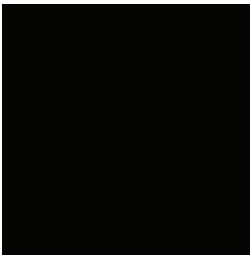


White
HEX: ffffff

Secondary



Gold
PMS: 7502
CMYK: 0/13/43/13
HEX: b7a57a



Black
HEX: 000000

When choosing a color for the boundless W, please consider the background it will be placed on. For example, don't choose the purple W on a similar background. Below are general guidelines to follow.

Black background



White background



Only use a black W if the piece is black and white. Otherwise, use a purple W.

Image background.

Images will certainly vary, so please choose a W color that provides high contrast.



JACKSON SCHOOL + UW LOGO MARK

USING UW + JACKSON SCHOOL LOGO MARK

Jackson School of International Studies is a part of the College of Arts & Sciences at the University of Washington.

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HENRY M. JACKSON SCHOOL OF INTERNATIONAL STUDIES

COLLEGE OF ARTS & SCIENCES



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JACKSON SCHOOL + UW LOGO MARK + BOUNDLESS W

USING OUR BOUNDLESS W WITH JACKSON SCHOOL

The branding presence of the university should always be used with the Jackson School.

HENRY M. JACKSON SCHOOL OF INTERNATIONAL STUDIES

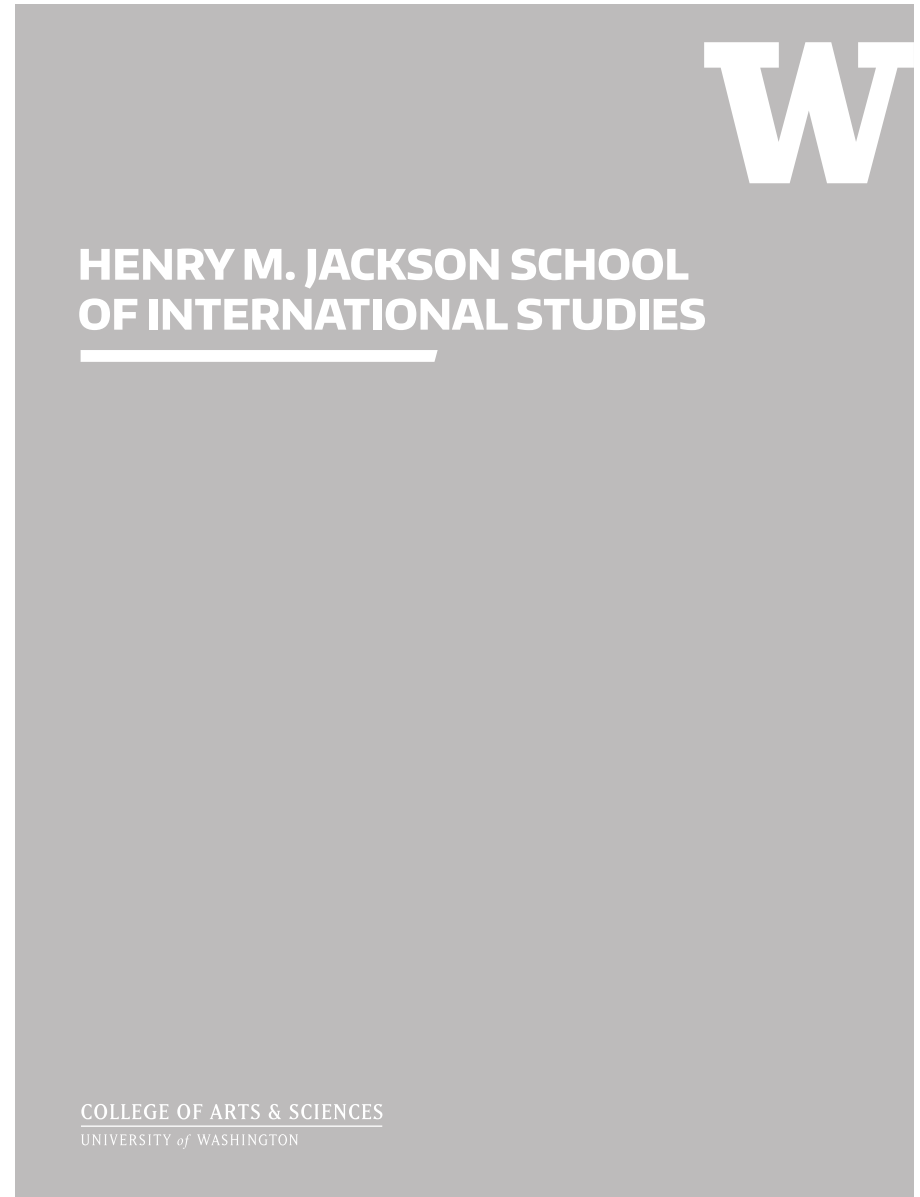
W COLLEGE OF ARTS & SCIENCES | UNIVERSITY *of* WASHINGTON

HENRY M. JACKSON SCHOOL OF INTERNATIONAL STUDIES

W COLLEGE OF ARTS & SCIENCES
UNIVERSITY *of* WASHINGTON

W
HENRY M. JACKSON SCHOOL
OF INTERNATIONAL STUDIES
UNIVERSITY *of* WASHINGTON

Example of using a Jackson School and program name that integrates University of Washington and boundless W.



JACKSON SCHOOL PALETTE & TYPOGRAPHY



Gold

PMS: 7502

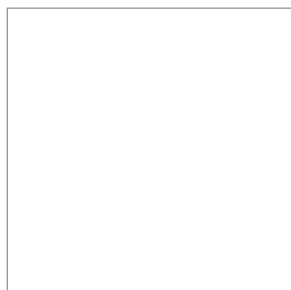
CMYK: 0/13/43/13

HEX: b7a57a



Black

HEX: 000000



White

HEX: ffffff



Purple

PMS: 2685

CMYK: 93/100/18/21

HEX: 4b2e83

ENCODE SANS NORMAL EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ~!@#\$%^&*()_

PRIMARY

Use for "Jackson School" or
Headlines

UNI SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ~!@#\$%^&*()_

SECONDARY

Use for program name or
subheading

BOLD HEADLINES



40-60% OF THE
WIDTH THE HEADLINE

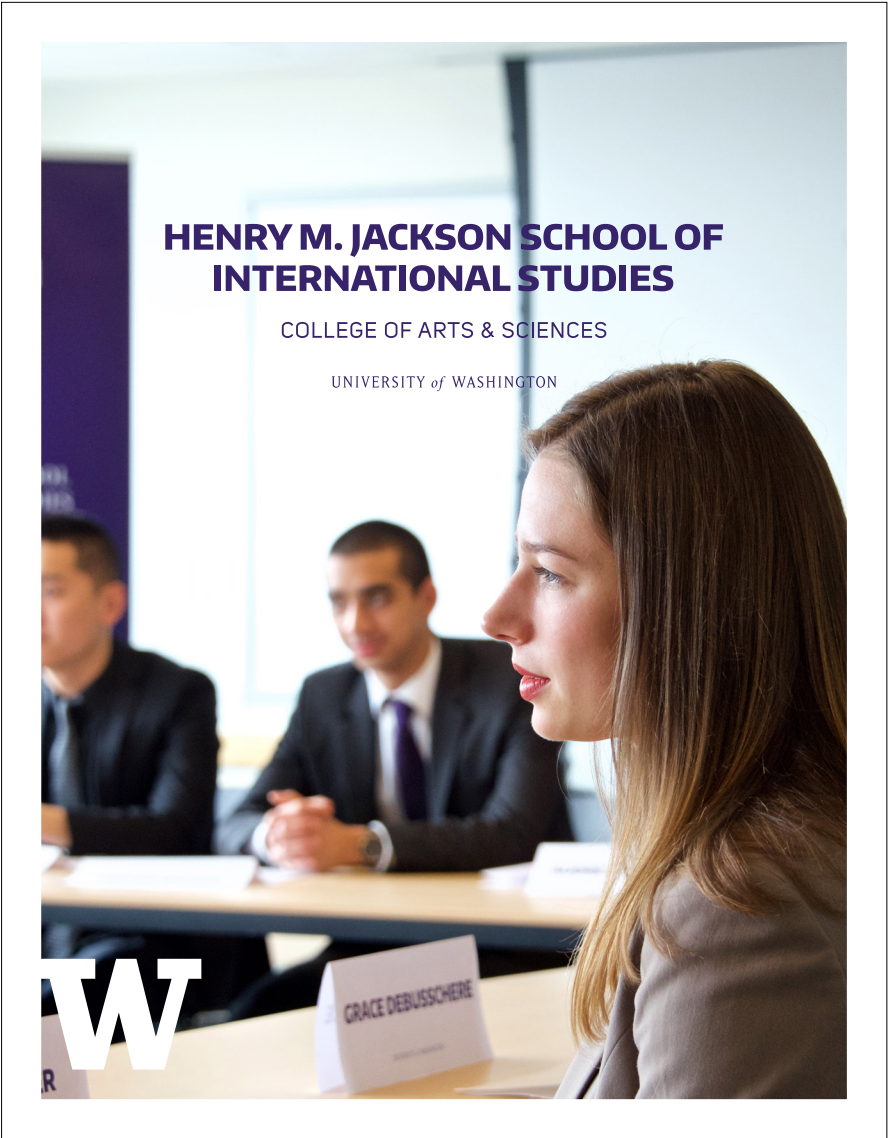
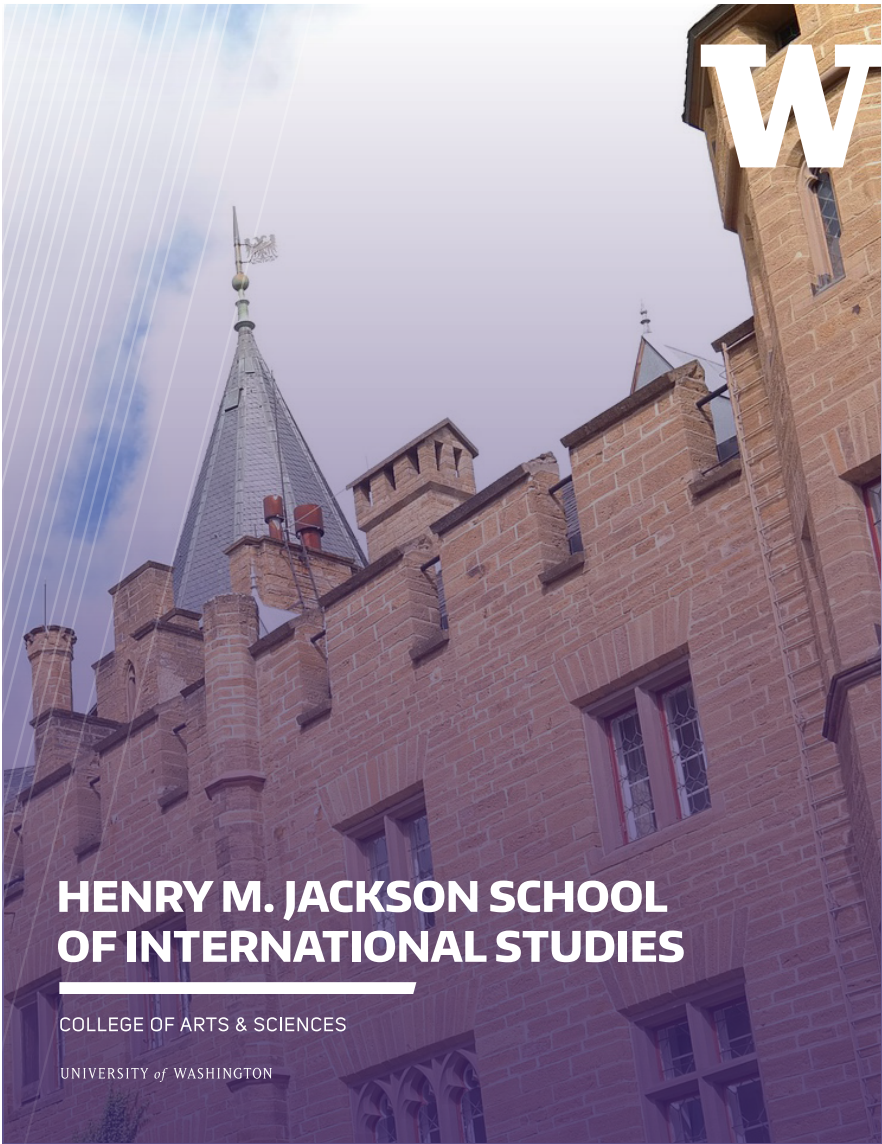
To avoid appearing like it is underlining portions of words, the bar should always end at the middle of a letter-form. The length of the bar should be between 40-60 percent of the longest length of a line of text.

To create the bar, use the X height of the letters (see below) to create a base measurement. Use two X heights for the space between the bottom of the headline and the top of the bar. Use one X height for the height of the bar. The bar has an angle on the interior end that echos the 15-degree angle of the block W shape. The bar may be used in any of the brand colors. The bar should always be used in conjunction with headlines and is not a stand alone graphic element.

Fonts are available for download:

<http://www.washington.edu/brand/graphic-elements/font-download/>

SAMPLES



SAMPLES

